

SHEPP SWANS



SWANS SPONSORSHIP 2022

1 Promotion

Advertise and promote your brand through mediums such as ground and scoreboard signage, club apparel, club social media and website, newsletter, club events or match day promotional activity

2 Packages

A range of sponsorship packages to suit every marketing budget and we have the capability to tailor make any sponsorship package to address your particular business needs.

3 Community

Get your brand recognised in the local community as a preferred business. Sponsorship of a local sports club is one way to reach new potential customers and create valuable goodwill within your community.

Strive to be the heart of your community club

A sponsorship gives you the unique opportunity to give back to an organisation that provides sport, fitness, leadership, social skills and personal development skills to the youth of our community. It also provides the opportunity to network with other businesses with our community who have the same values.

If you are interested in partnering our club, then please contact us

Kevin Preece 0427 356 528 or Jarrod Sutherland 0408 272 627
email : sheppswans@gmail.com





Why should your business sponsor our club?

Increase awareness of your company's products and services. Each sponsorship package has benefits for the sponsor built in: field signage, website advertising, Social media promotion, company name on uniforms, etc. Through a sponsorship, a company's brand will be in front of the sports market of parents, families, coaches, players and club supporters.

A welcomed form of advertising. In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, sporting club sponsorships are a positive and engaging way to market a brand. Community like to see the companies that are supporting local sports.

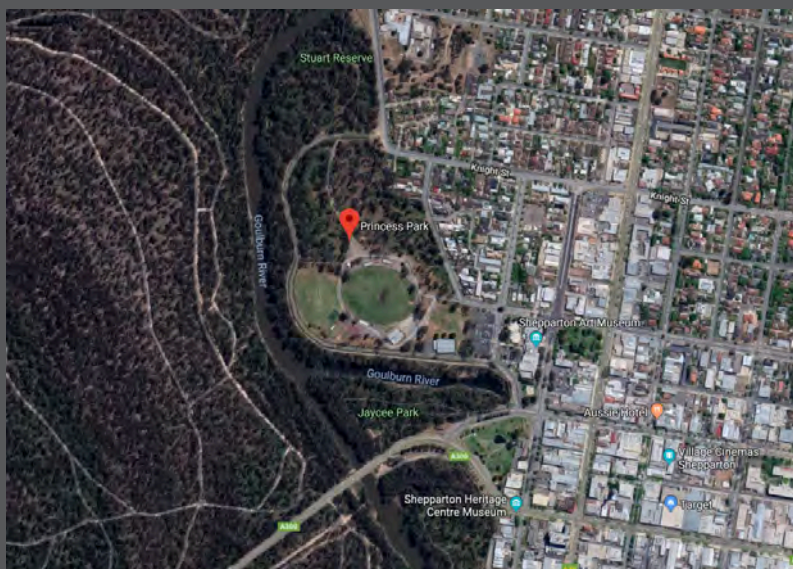
Help keep the cost of sports participation for our youth low. With the support from sponsors this provides additional resources which can help keep participation fees low.

With your sponsorship more young people are able to afford to sign up and that means more youth being able to receive the many benefits of being a part of our club.

Outstanding value for the dollars invested. When comparing the cost of other marketing outlets like print, television and billboard advertising, sporting club sponsorships can be a great value and a smart option to include into the marketing mix.

Build goodwill. Companies that sponsor sporting clubs programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their community. This feeling can instill loyalty among a business' current and future patrons.

Tax incentive. SSFNC are GST registered. That is just another added benefit of sponsoring our club.



Location - Location - Location

SSFNC is a unique sporting complex being situated in the heart of Shepparton at Princess Park, Quinan Parade, Shepparton 3630.

Princess Park has a high volume of users, visitors and in particular passing traffic, seven days a week, thus giving great exposure to potential businesses who partner with the Shepparton Swans Football Netball Club.

Sponsorship / membership Packages 2022

A Major Sponsor

BRANDING ON JUMPER and POLO

- Negotiated package of benefits

Our Major Sponsor for 2022 is
the **Aussie Hotel**

C Gold \$1,700*

FENCE SIGNAGE *

- Four memberships
- Two non-transferable tickets to Annual Ball
- Invitation to our all inclusive Sponsors Luncheon for up to six people
- Four shares of your business Facebook posts
- Free hire of the clubrooms

E Bronze \$600*

FENCE SIGNAGE*

- One membership
- One non-transferable tickets to Annual Ball
- Invitation to our all inclusive Sponsors Luncheon for up to two people
- One share of your business Facebook posts
- Free hire of the clubrooms

G Family Membership \$200

- Two adult memberships
- Free entry to nine home games
- Invitations to special events

I Distance Supporter \$50

For supporters who live more than 50km from Shepp

- One adult membership
- Free entry to four home games
- Invitations to special events

B Co-Major \$3,000 - \$5,000*

BRANDING ON PLAYERS UNIFORMS

- Four memberships
- Two non-transferable tickets to Annual Ball
- Invitation to our all inclusive Sponsors Luncheon for up to six people
- Four shares of your business Facebook posts
- Free hire of the clubrooms

D Silver \$900*

FENCE SIGNAGE*

- Two memberships
- Two non-transferable tickets to Annual Ball
- Invitation to our all inclusive Sponsors Luncheon for up to two people
- Two shares of your business Facebook posts
- Free hire of the clubrooms

F Single Membership \$100

- One adult membership
- Free entry to nine home games
- Invitations to special events

H Junior Family \$80

For families of junior football or netball players

- Two adult memberships
- Free entry to nine home games
- Invitations to special events

J Pensioner/Concession \$50

- One adult membership
- Free entry to nine home games
- Invitations to special events

ELEVATED SIGNAGE - Add an additional \$400* for Elevated Signage

All Sponsors Free hire of the club function room for a business or immediate family function (non-transferable)

Feature on the electronic display in club rooms. Regular club news email. Invitations to special events.

* PRICES EXCLUSIVE OF GST AND SIGN NOT INCLUDED. APPROX COST OF SIGN IS \$400 PLUS GST (TAX INVOICES PROVIDED). THESE PACKAGES ARE JUST A SAMPLE AND CAN BE NEGOTIATED AND TAILORED TO SUIT YOUR BUSINESS NEEDS. ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE CLUB CLOTHING AND TEAM APPAREL, "GAME DAY" NAMING RIGHTS, CLUB EVENT NAMING RIGHTS, CLUB SOCIAL MEDIA PROMOTIONS, WOMEN'S FOOTBALL AND NETBALL SPONSORSHIP, PLAYER SPONSORSHIP AND MORE.

Sponsors Luncheon

Swans v Kyabram

Saturday 7th May 2022

Our Annual Sponsors event is always fun where we give back to our valued sponsors.

Always a great event with a fun and topical speaker, this year our Luncheon will be held when we play Kyabram at Princess Park on Saturday 7th May 2022.

Good food, drink and entertainment are assured together with some great networking opportunities and footy and netty action. Get the date in your diary now! Don't miss out.

Sponsorship Membership Application 2022

- | | | | |
|--|-------------------------------|---|-------|
| <input type="checkbox"/> Co-major | \$3,000 - \$5,000
plus GST | <input type="checkbox"/> Family Member | \$200 |
| <input type="checkbox"/> Gold | \$1,700 plus GST | <input type="checkbox"/> Single Member | \$100 |
| <input type="checkbox"/> Silver | \$900 plus GST | <input type="checkbox"/> Distance Member | \$50 |
| <input type="checkbox"/> Bronze | \$600 plus GST | <input type="checkbox"/> Pensioner/Concession | \$50 |
| <input type="checkbox"/> Elevated Sign | \$400 plus GST | <input type="checkbox"/> Junior family Member | \$80 |

Players must have their own individual membership and cannot use a membership of a sponsor or family.

Business name:

Address:

Contact: Phone:

Mobile:

Email:

Website:

Purchase memberships online - sheppswans.tidyhq.com

Lemnos Football Netball Club Inc. trading as **Shepparton Swans Football Netball Club**
PO Box 854, Shepparton VIC 3632 // "Senior Premiers 2014"

email : sheppswans@gmail.com



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